

## WHAT IS CLAIMED IS:

1. A composition of an active or functional organic compound solubilized in a phenylethyl ester which is an aryl carboxylic ester of 2-phenylethyl alcohol
2. A composition according to claim 1 wherein said phenylethyl ester is 2-phenylethyl benzoate, 2-phenylethyl toluate or di-2-phenylethyl phthalate.
3. A composition according to claim 1 in which said active compound is a solid organic compound.
4. A composition according to claim 1 wherein said active or functional compound is a personal care, cosmetic, pharmaceutical, agricultural or industrial compound.
5. A composition according to claim 4 which is a sunscreen composition.
6. A sunscreen composition according to claim 5 containing UVA and/or UVB chemical compounds, which in said sunscreen composition shows increased critical wavelength and UVA/UVB absorbance ratio.
7. A sunscreen composition according to claim 5 in which said active compound is solubilized in an amount of at least 20% w/w.
8. A sunscreen composition according to claim 7 in which said actives are avobenzene or benzophenone-3.

9. A process for making 2-phenylethyl benzoate, toluate or phthalate, which comprises heating 2-phenylethyl alcohol and an aryl carboxylic acid, ester or anhydride with an acid catalyst and recovering the product.

10. A process according to claim 9 wherein said aryl carboxylic acid is benzoic acid, *ortho* or *para*-methylbenzoic acid or phthalic acid or their esters or anhydrides.

11. A process according to claim 9 wherein said acid catalyst is tin oxalate or an organotin oxide.

12. A formulation which includes an active or functional organic compound solubilized in a phenylethyl ester which is an aryl carboxylic ester of 2-phenylethyl alcohol.

13. A formulation according to claim 12 which is a personal care, cosmetic, pharmaceutical, agricultural or industrial formulation.

14. A formulation according to claim 1 which effectively delivers said compound.

15. A formulation according to claim 12 which is a sunscreen or sunscreen-containing formulation.